RELATIONSHIP BETWEEN MOTIVATION, HUMAN CAPITAL AND DEMOGRAPHIC FACTORS TO WOMEN ENTREPRENEURS GROWTH: A STUDY IN KOTA KINABALU SABAH

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DECLARATION

The materials in this thesis are original except for quotations, excerpts, summaries and references, which have been duly acknowledge.

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Thank you.
The objective of this study is to explain the relationships between motivation, human capital and demographic factors to women entrepreneurs growth. Motivation factors that used to explain in this proposal of research are need for achievement, need for affiliation, need for autonomy and need for dominance. Human capital factors consist of educational level and work experience. Demographic factors consist of age and marital status. The sample of this study comprises of women entrepreneurs in Kota Kinabalu, Sabah. For the purpose of this study, the instrument was modified from Jean (1997) and the Manifest Needs Questionnaire (MNQ) developed by Steers and Braunstein (1979). They are eight hypotheses being developed. It is found that educational level, marital status and need for affiliation have significant relationship to women entrepreneurs growth and these three hypotheses were substantiated. Therefore, this study hope that the result and findings can create awareness and identification to help the women entrepreneurs to improve their business growth and hopefully this research can contribute the information to capital provider, researchers and the policy maker to further improve and enhance the women entrepreneurs growth.
ABSTRAK

HUBUNGAN DI ANTARA FAKTOR MOTIVASI, MODAL INSAN DAN DEMOGRAFI DENGAN KADAR PERTUMBUHAN WANITA USAHAWAN DI KOTA KINABALU SABAH

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CHAPTER 1

INTRODUCTION

1.0 Overview of Women Entrepreneurs

The Malaysian women contribution in national economic and social development and their role in nurturing and maintaining stable and harmonious families have always been acknowledged. Most women have miraculously been able to balance this dual role successfully. The responsibility of mothers to bring up their children while inculcating good values will produce the future generation imbued with high morals and strong resilience in facing challenges. Despite this crucial role, Malaysian women participation in the economy and labour market is on the rise, as they remained resilient in making big strides in various fields of national development.

The trend of women's entrepreneurship has been gaining increasing attention around the world. The first signs of the impact of enterprise development by women are already visible. Female entrepreneurial active seems to influence positively the economic growth and employment creation in a country. Moreover, it has acted as a vehicle to empower women economically, socially, and politically (Mayoux, 2001).

In Malaysia, the importance of entrepreneurial ventures in the economic development of the nation is indisputable. According to Nelson (2005) reports that entrepreneurial ventures tend to employ more women workers per unit of capital, help increase total savings in the economy, have a favorable impact on regional development, serve as training grounds for developing the skills of industrial workers and entrepreneurs, and play an important complementary role to large firms in the economy. Besides that women entrepreneurs do help to sustain economic growth and stabilize the economy in periods of recession.
They are also very significant contributors to the economic strength of the nation considering the direct output of goods and services as well as the role in supplying requisite inputs to other enterprises and government undertakings. As a result, the Malaysian Government has been concerned to create and develop quality, resilient, and successful entrepreneurships which are competitive in all the potential growth sectors of the economy, and to cultivate an enterprising culture among Malaysian women.

Therefore, the Malaysian government since 1975 has taken several steps to recognize women’s role and their contribution to the economic development of nation. For the first time a “Women in Development” chapter was included in the Sixth Malaysia Plan (1991-95). A “National Policy for Women” formulated in 1991 is also in the process of implementation as women in Malaysia have made significant progress over the last 25 years. In 1990 approximately 47 per cent (84 per cent for men) of women were in the labour force as compared to 36 per cent (83 per cent for men) in 1970. In fact, the female labour force which used to be predominantly concentrated in the agricultural sector in the 1970s has significantly moved to manufacturing and service industries (Malaysian Plan, 1991). Moreover, Malaysian women have played a very important role in the economic development of Malaysia from paddy (rice) cultivation to fishing, mining, commercial crop cultivation, manufacturing and other entrepreneurial activities.

Besides that, women entrepreneurs in Kota Kinabalu, Sabah also actively participate in association such as Sabah Women Entrepreneurs and Professionals Association (SWEPA), Malaysian Business Women Association (PENIAGAWATI), Pewasa and become membership in related chambers to develop and expand the potential among themselves. Therefore, the role of women entrepreneurs in particular in the economic development of the nation is becoming more and more strategic and indispensable today than in any other time in history.
1.1 Rationale of this Study

"Why do some women choose entrepreneurship?" was one important question driving much of the research. In a paper published in the 80's, Birley (1989) proposed the application of Cooper's model of entrepreneurial antecedents in a conceptual paper. But the question still remained as to why women are motivated to start their ventures. Herron and Sapienza (1992, p. 49) stated, "Because motivation plays an important part in the creation of new organizations, theories of organizational creation that fail to address this notion are incomplete". In addition, the lack of empirical research into entrepreneurial motivation was still evident. Being an entrepreneur is often viewed as an aversive career choice where one is faced with everyday life and work situations that are fraught with increased uncertainty, impediments, failures, and frustrations associated with the process of new firm creation. In view of the growing number of women business owners, a study on this topic is appropriate by understand the factors behind the entrepreneurship for the growing of business as well as for economic development in future.
1.2 Problem Statement

According to Prof. Dr. Morbi Kambrie (2005), women represent 36% of the Malaysian workforce. However, half of this comprises women working as unpaid, family workers. Although the number of economically active women has increased, the largest growth in women's participation has been in middle-level and low-level jobs, such as clerical and production jobs. While more women are entering professional sectors, this is largely restricted to nursing and teaching professions. Although more and more women are going into business, but the vast majority are in fields related to cottage industry and handicraft. Therefore, this study will come out with the result to determine the extent to which factors (motivation, human capital and demographic) explains to the women entrepreneurs growth in Kota Kinabalu, Sabah?

1.3 Scope and Objectives

This study aims to explore the relationship between motivation, human capital and demographic factors on women entrepreneurs growth in Kota Kinabalu, Sabah. The main objectives of the study are to determine the extent to which:

- Motivation (need for achievement, need for affiliation, need for autonomy, need for dominance) explains venture growth?
- Human capital (educational level, work experience) explains venture growth?
- Demographics (age, marital status) explains venture growth?
1.4 Significance of the Study

This study aims to contribute the relationship of motivation, human capital and demographic factors on women entrepreneurs and the importance for policy makers, capital providers, researcher and themselves as well. For policy makers especially Sabah government, they may use the results findings of this study to enable them to draft and prepare a comprehensive masterplan for any entrepreneurial development programs to support and develop the women entrepreneur’s in Kota Kinabalu. Moreover the women entrepreneurs may have a desire to influence others to see things their way and may take the initiative to direct their members by providing them with the means of achieving the goals of the group. Since this is one of the few studies on women entrepreneurs in Kota Kinabalu, it is hoped that these results will form the basis for future research to enable more to be made known about women entrepreneurship.

1.5 Structure of Study

This study comprises of 5 chapters. Chapter 1 consists of introduction, problem statement, scope and objective and structure. Chapter 2 covers the literature review on the aspects of motivation, human capital & demographic factors to women entrepreneurs growth. In this chapter, the relationship between independent variables and dependent variables are discussed. Chapter 3 describes the research methodology of the study. Chapter 4 is the research findings while Chapter 5 consists of research conclusion and discussion.
CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Many women are entrepreneurs worldwide; however the global impact of female entrepreneurs is just beginning to gain intensity. The number of female business owners continues to increase steadily worldwide, today women in advanced market economies own more than 25 per cent of all businesses (Atsede and Adebimpe, 2004). In the USA one out of every four company worker is employed by a woman owned firm, in the USA and Canada growth of women-owned firms out space overall business growth by around 2:1 (Kitching and Jackson, 2002). Similar findings are reported from Australia and parts of Asia, with more women setting up new small businesses than men, and with lower failure rates.

Under the women entrepreneurial research, they are two criteria that is attachment to entrepreneurial ideals and acceptance of conventional gender roles. Four types of entrepreneurs were identified through this typology:

1. The conventional were both highly committed to entrepreneurial ideals and to conventional notions about gender roles. They tended to engage in activities that were normally regarded as "women's work" forced into business by economic necessity.

2. The domestic entrepreneurs displayed little interest in entrepreneurial ideals holding conventional opinions about gender roles. They engaged in activities normally regarded as "women's work" searching for self-fulfillment and personal expression.
3. The innovators were professional women who held strong entrepreneurial ideals of personal achievement through business success. These women rejected conventional gender roles. Many of these women previously encountered obstacles in their careers in large scale organizations and were determined to overcome these through business proprietorship.

4. The radical entrepreneurs did not hold strong beliefs in entrepreneurial ideals or believe in conventional gender roles. These women generally regarded themselves as members of the feminist movement and their business as a means to improve women’s position in society.

A second typology developed by Carter and Cannon (1992) have identified five types of women entrepreneurs:

1. The drifters – young women selecting self-employment over unemployment.
2. The young achievers – aspiring, inexperienced, well-educated women.
3. The achievers – well educated with considerable relevant work experience.
4. The returners – those who chose self-employment typically organized around domestic responsibilities as a route back into economic activity after a career break.
5. The traditionalists – women over 45 who had always worked for a family business.
2.1 Entrepreneurship

Kuratko (2001) defining the entrepreneur as one, who undertakes to organize, manage and assume the risks of a business. According to Schumpeter (1934), when choosing a definition of entrepreneurship and entrepreneurial behaviour is connected with the theory of and definition of entrepreneurship developed by himself. The entrepreneur is seen as an innovator breaking an existing state of equilibrium and doing so to create progress. Innovation means to create new products or new quality, to create new methods of production, to open up a new market, to create a new source of supply, or to create a new organisation or structure in business. Successful innovation demands an act of will, that is, it demands a leader and it has to be carried through (Schumpeter, 1934).

Moreover, the definition of entrepreneurship is finally related to Kirzner's view of the market process (McKay, 2001). Entrepreneurship regards as alertness on new possibilities. The knowledge how and where to find knowledge as well as decision making and learning from earlier decisions are important factors. The entrepreneurial event is the creation of an organization to manage the innovation. The entrepreneurial process includes all events, functions, activities, intentions, and behaviour related to the comprehension of the possibility of creation of the organization and to implement and manage the possibility. The entrepreneurial process could imply the creation of a new business but could also refer to intrapreneurship and corporate entrepreneurship. The entrepreneurial process could take place with the purpose of creating profit, but it could also take place in non-profit organizations and in public authorities.
<table>
<thead>
<tr>
<th>Definition</th>
<th>Pete</th>
<th>Alan</th>
<th>Kevin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Habitual entrepreneur</td>
<td>Portfolio</td>
<td>Portfolio</td>
<td>Serial but struggles with concept of starting further businesses</td>
</tr>
<tr>
<td>Innovator</td>
<td>Ideas for businesses are not innovative</td>
<td>Many ideas and businesses based on his innovations</td>
<td>No ideas of his own but looks for other peoples’ ideas</td>
</tr>
<tr>
<td>Risk taker</td>
<td>Sees business start-up as less risky than other investments. Risk is minimized.</td>
<td>Sees business start-up as less risky than employment. Control risk. Would not do anything that risked his lifestyle</td>
<td>Uncomfortable with risk. Sees business start-up as inherently high risk</td>
</tr>
<tr>
<td>Resource co-ordinator</td>
<td>Minimizes resources Wherever possible. Borrows resources. Puts resources together.</td>
<td>People are the main resource. Funded second business from first but believes it to be a mistake</td>
<td>Outsource all requirements. Co-ordinate resource requirements</td>
</tr>
<tr>
<td>Founder</td>
<td>Founder number of companies</td>
<td>Founded number of companies</td>
<td>Founded number of companies</td>
</tr>
<tr>
<td>Doer/ undertaker</td>
<td>Proactive “running a business is a getting off your bottom process”</td>
<td>Good at starting not managing</td>
<td>Manager</td>
</tr>
<tr>
<td>Opportunity recognition</td>
<td>Proactive search for opportunities. Not</td>
<td>Proactive search for ideas and business</td>
<td>Opportunities focus on product</td>
</tr>
</tbody>
</table>
limited to familiar opportunities innovations rather than business areas. opportunities. Ideas all on familiar ground.

<table>
<thead>
<tr>
<th>Dominant characteristics</th>
<th>Deal maker</th>
<th>Self reliance control</th>
<th>Product focus builder not creator</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>salesman creator</td>
<td>idea generation</td>
<td></td>
</tr>
</tbody>
</table>

Definition of an entrepreneur

| “Entrepreneurs make deals, that’s what they do” | Someone who makes their own living. “Entrepreneurs are accountable for their own survival” | “Someone who sees an opportunity...grasp it...bind things together...willing to take risk” |

Source: McKay, 2001

2.2 Need

In the vast literature involving need theories, many authors have offered different definitions for the concept of “needs”. Basically, the definition of a need involves three key elements. The following elements are it’s a state of disequilibrium or deficiency; it impels action; and it is a potential or readiness to respond or behave in a certain way under given conditions. Therefore, as long as there is no obstruction to its satisfaction, a need does not usually become a dominant element of personality, that is only unsatisfied needs motivate an individual to engage in behaviours in an attempt to reach a state of equilibrium and to reduce discomfort.
2.3 Growth

From an economic point of view, growth is defined as an increase in the productive capacity of a society, and results from a combination of several causes. Three main sources of growth can be determined:

1. Technological improvement - This type of improvement means that new and better methods of producing goods are possible. Moreover, it is well known that processes and technology improvements can contribute to meeting quality and process-performance objectives.

2. An increase in the quantity of capital - Very often, technology is deeply linked to investment because it is embodied in new machinery and better equipment.

3. An increase in the number of workers, their skills and educational levels.

There has been considerable academic attention paid to the development of models that seek to capture the nature of the organisational growth process and in particular, the distinct evolutionary stages from start-up to maturity. These include the Churchill and Lewis (1983) five-stage model which tracks the small firm from existence to maturity, the three-stages of growth model (Vozikis 1984) and the Gibb and Scott (1985) business development process model. Whilst this and other growth models are useful in that they simplify the complexities associated with small firm growth, there have been many criticisms of them and more importantly, very few of them are supported by empirical research. O'Gorman (2001) considers them to be inadequate for many reasons, namely, they assume a company must pass through all stages of development and do not allow for alternative growth paths such as skipping stages or progressing through the stages in a different order. He also proposes that these models fail to take into account the role of industry, technology and other situational variables which can alter or change the growth path significantly.
A further underlying assumption in this type of research is that growth can be understood in gender-neutral terms, yet there is evidence to suggest that female entrepreneurs may perceive the need for growth differently than their male counterparts (Mitra, 2002; Still and Timms, 2000a,b). Indeed, Burns and Dewhurst (1996), agree that the main problem with growth models is that many firms do not experience growth at all, especially female owned firms. Although these diagnostic models may be useful in benchmarking progress, none of them are able to capture the process accurately.

According to www.smidec.gov.my (2007), small and medium firms in Malaysia can be classified by criteria spelt in Figure 2.2 below.

**Figure 2.2 Classification of firm size according to smidec definition**

<table>
<thead>
<tr>
<th>Category</th>
<th>Micro-Enterprise</th>
<th>Small-Enterprise</th>
<th>Medium-Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Manufacturing, Manufacturing-Related Services and Agro-based industries</td>
<td>Sales turnover of less than RM250,000 OR full time employees less than 5</td>
<td>Sales turnover between RM250,000 and less than RM10 million OR full time employees between 5 and 50</td>
<td>Sales turnover between RM10 million and RM25 million OR full time employees between 51 and 150</td>
</tr>
<tr>
<td>2. Services, Primary Agriculture and Information &amp; Communication Technology (ICT)</td>
<td>Sales turnover of less than RM200,000 OR full time employees less than 5</td>
<td>Sales turnover between RM200,000 and less than RM1 million OR full time employees between 5 and 19</td>
<td>Sales turnover between RM1 million and RM5 million OR full time employees between 20 and 50</td>
</tr>
</tbody>
</table>

2.4 Motivation

The topic of motivation in the entrepreneurship literature has evolved along a path similar to that of the organizational psychology field. From an organizational psychology perspective, theories of motivation have progressed from static, content-oriented theories to dynamic, process-oriented theories, a framework suggested by Campbell (1992). According to Gerry et al. 2005:42, early entrepreneurial research followed a similar path, focusing on identifying traits and characteristics that distinguished entrepreneurs from the general population, rather than developing process-based models. Beginning with McClelland (1961), who argued that a high need for achievement was a personality trait common to entrepreneurs, a great deal of research has focused on characteristics of entrepreneurs.

Research (Keeble and Wood, 1992; Orhan and Scott, 2001) indicates that individuals become entrepreneurs primarily due to “pull” factors, rather than “push” factors. Entrepreneurship research has also attempted to identify the situational and environmental factors that predict entrepreneurial activity, such as job displacement, previous work experience, availability of various resources, and governmental influences. However, these empirical studies of contextual factors have found low explanatory power and predictive ability (Krueger, Reilly and Carsrud, 2000).

Sexton (1989) stated that much of the then-current research was fragmented and unrelated. He felt that the transfer of up-to-date research findings from other areas was needed to contribute to the development of paradigms and constructs that lead to the development of convergent theories. Bird and Jelinek (1988) mentioned the need for a behavioral, process-oriented model of entrepreneurship.

As a result, many of the entrepreneurship models advanced in recent years are process-oriented cognitive models, focusing on attitudes and beliefs and how they can predict intentions and behaviors. Human endeavors, especially complex activities such as new venture initiation, are a result of people’s cognitive processes. Humans are able to
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